CLAIM AMENDMENTS
CLEAN FORM

Please **AMEND** the claims as follows:

B1

1.   (AMENDED) A method for establishing a subscription to a periodical, comprising:

receiving an identifier that indicates a non-subscription purchase of a periodical;

determining if there is a subscription price stored for the periodical; and

outputting an offer for a subscription to the periodical if there is a subscription price

stored for the periodical.

B2

20.   (TWICE AMENDED) A method for establishing a subscription to a periodical,

comprising:

optically scanning, at a POS terminal, a bar code that indicates a periodical;

determining an issue price of the periodical;

determining if the POS terminal can initiate a subscription for the periodical;

outputting an offer for a choice between an issue of the periodical and a subscription to

the periodical, the offer including the issue price and the subscription price;

receiving a response to the offer, the response indicating one of the issue and the

subscription; and

adding the subscription price to a purchase price if the response indicates the

subscription.

B3

48.   (AMENDED) A computer readable medium encoded with processing instructions for

implementing a method performed by a computer for establishing a subscription to a periodical,

the method comprising:

receiving an identifier that indicates a non-subscription purchase of a periodical;

determining if there is a subscription price stored for the periodical; and

outputting an offer for a subscription to the periodical if there is a subscription price

stored for the periodical.

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B3

49.   (AMENDED) An apparatus for establishing a subscription to a periodical, comprising:

     means for receiving an identifier that indicates a non-subscription purchase of a periodical;

     means for determining if there is a subscription price stored for the periodical; and

     means for outputting an offer for a subscription to the periodical if there is a subscription price stored for the periodical.

B4

50.   (TWICE AMENDED) A computer readable medium encoded with processing instructions for implementing a method performed by a computer for establishing a subscription to a periodical, the method comprising:

     optically scanning, at a POS terminal, a bar code that indicates a periodical;

     determining an issue price of the periodical;

     determining if the POS terminal can initiate a subscription for the periodical;

     outputting an offer for a choice between an issue of the periodical and a subscription to the periodical, the offer including the issue price and the subscription price;

     receiving a response to the offer, the response indicating one of the issue and the subscription; and

     adding the subscription price to a purchase price if the response indicates the subscription.

51.   (TWICE AMENDED) An apparatus for establishing a subscription to a periodical, comprising:

     means for optically scanning, at a POS terminal, a bar code that indicates a periodical;

     means for determining an issue price of the periodical;

     means for determining if the POS terminal can initiate a subscription for the periodical;

     means for outputting an offer for a choice between an issue of the periodical and a subscription to the periodical, the offer including the issue price and the subscription price;

     means for receiving a response to the offer, the response indicating one of the issue and the subscription; and

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B4

means for adding the subscription price to a purchase price if the response indicates the subscription.

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B5

61.   (AMENDED) A method comprising:

receiving an identifier that indicates an issue of a periodical being purchased;

determining if a subscription for the periodical can be initiated; and

outputting an offer for a subscription to the periodical.

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